
“My leadership philosophy is one of ‘head in the clouds, feet on the ground’”*Atlassian CTO, Rajeev Rajan*

Welcome! The passing of Queen Elizabeth II was met with sorrow and immense respect globally. It reminded me that within a world bursting with new technology and rapid change, the monarch represented humanity, stability and many things that *don't* change. Coincidentally, Roger Federer announced his retirement this month invoking similar sentiments of human achievement, consistency and grace, in his case, over an amazing 25-year career.



Unfortunately, consistency is prevalent in another more nefarious form - cybersecurity attacks - which continue to prevail, cause damage and become more sinister. The extensive breach of sensitive customer data at Optus, followed by a ransom demand, was another shocking reminder. No doubt, several organisations would be asking more questions internally of their cyber resiliency following this disaster, the largest of its kind in Australia.

I attended the Gartner CIO IT Symposium/Xpo™ this month on behalf of Business nbn™ and the Orro Group as both presenter and moderator of a CIO/CTO panel.

The event is undoubtedly one of the most significant in the IT industry's calendar and therefore worthy of some further commentary and observations – see below.

This month, we analyse the analyst (Gartner), proof point the continued strength of the cybersecurity industry and commend a local startup, the likes of which we need more of in Australia.

Previous Newsletters, including this one, are available on our site in pdf [HERE](#)

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Gartner – Like it or not, they get customer headspace

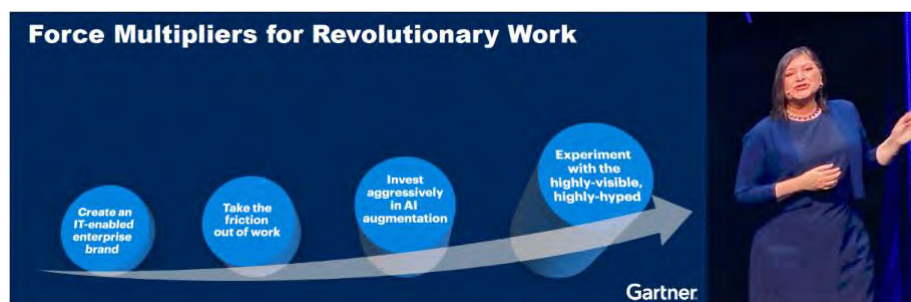
Modestly billed as “*The World’s Most Important Gathering of CIOs and IT Executives*”, Gartner held its IT Symposium/Xpo™ in the Gold Coast this month after a three-year hiatus.

The event was well-organised and well-attended (they have one of the best conference apps). Attendees were mostly end users - CIOs and/or senior IT execs - from enterprise and government. The exhibition hall appeared to be sold-out, bursting with major IT vendors as well as smaller or newer ones trying to get in on the action.

What confounds me though, is why nearly all vendors, large and small, invest so much to participate (it’s expensive), yet build such poor, uninformative stands. One, for example, had its name on the back panel, a few meaningless words below and a fluffy bear in front. No kidding!



Gartner positions itself as “*Providing Strategic Guidance on the Trends that Shape IT and Business*”. It executes with a strong ‘client-side’ bias, but good vendor awareness. Due to its client following, vendors extend themselves for Gartner probably more than for any other analyst firm. This is apparent from what they pay to attend, to referencing Gartner whenever they can. At Cisco, I was an outlier and objected strongly to referencing the Magic Quadrant (let’s just say, over the long term, MQ works well for Gartner).



Opening Keynote at Gartner IT Symposium, September 2022

What Gartner does well is it equips IT executives with ammunition to take back home to sell change (...“*CEO Concerns 2022-23: Implications and Actions for CIOs*”), investment and/or divestment (...“*Rebalance your technology portfolio*”). It positions itself as the objective, wise folk of the industry. There are hundreds of presentations and slides detailing trends/predictions (...“*by 2025, 80% will unify web and cloud services from a single SSE platform*”) and guidelines (...“*16 Outcome Driven Metrics (ODMs) for Protection Level Agreements*”).

Gartner also tries, sometimes successfully, to shape the industry. Examples include creating concepts such as Secure Access Service Edge (SASE), Security Service Edge (SSE) and Cloud Native Application Protection Platform (CNAPP).

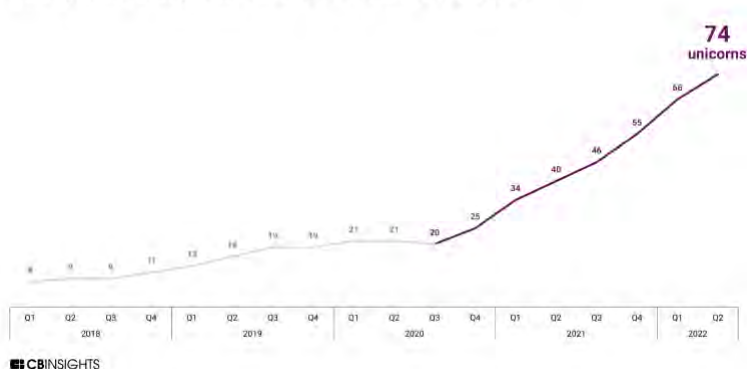
Like it or not, Gartner has a grip on much of the senior IT exec headspace in the top end of the enterprise and government market.

Eight new cyber unicorns last quarter

CBIsights 2Q2022, [LINK](#)

One of the best lead indicators in our industry is investor activity. Despite a ‘cooling down’ of the cybersecurity sector in Q2, there is still plenty of action and investment reflecting its continued importance as well as inherent user challenges and supply side opportunities.

The cybersecurity unicorn herd grows to 74 in Q2'22



Here are some of the highlights from the CBInsights State of Cybersecurity Q2'22 Report:

- Funding from mega-rounds fell sharply, dropping 46% QoQ to US\$1.9B. This is the first time the total has dropped below 50% since 2020.
- Reflecting wider venture market trends, early-stage deal share grew to 60%, the highest level in two years.
- About 6-7 new cyber unicorns have emerged per quarter since 2Q 2020, mostly US-based, with median time to unicorn shrinking to just over 4 years – see graph
- US dominates claiming 68 percent of global funding

Aussie WiFi chip company raises \$140 million

[LINK](#)

A few years ago, Cisco was opening a few innovation centres around the world, so we put up our hand to build one in Sydney. One of our early 'guests' was a startup called Morse Micro.

We knew the founders based on their involvement in CSIRO and a company called Radiata, that we acquired earlier and was instrumental in helping Cisco to achieve global WiFi leadership.

We welcomed Morse Micro to our new centre, however Cisco had little further involvement as, despite several overtures, it chose not to get involved directly.

Morse Micro is an Australian fabless semiconductor company focused on the IoT WiFi HaLow/802.11ah standard. It targets a host of low-power, long-reach IoT applications, from smart homes and smart cities to industrial markets and everything in between. Today it claims that its technology is “smarter, farther, better” presumably against technologies such as traditional WiFi. It has a 10x coverage advantage, a 10x power efficiency and can support more than 8,000 devices from a single access point.




10X FARTHER
>1Km range, 100x area,
1000x volume



10X EFFICIENCY
Multi-year on a
single battery



>8,000
Devices via a single
access point



WPA3
Wi-Fi's strongest
security

This month the company announced that it has raised \$140 million in Series B funding. The round was led by Japan's MegaChips Corporation.

There are still challenges ahead for Morse. Given the massive global investment in 5G and traditional Wifi, will the advantages IEEE 802.1ah/HiLow offers be a large enough market or a niche? Clearly, MegaChips is betting on the former.

Congratulations Morse Micro – we need more startups like you in Australia.

Maths – 666 and narcissistic numbers

666: The number 666 can be written in many cool ways that involve 6s, for example:

$$666 = 1^3 + 2^3 + 3^3 + 4^3 + 5^3 + 6^3 + 5^3 + 4^3 + 3^3 + 2^3 + 1^3$$

$$666 = 3^6 - 2^6 + 1^6$$

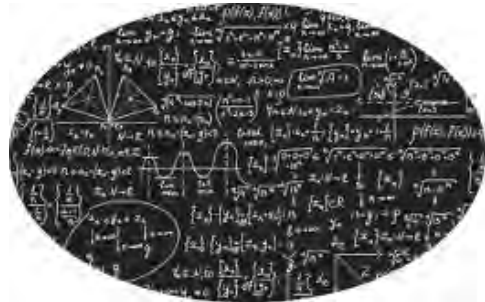
$$666 = 6 + 6 + 6 + 6^3 + 6^3 + 6^3$$

Narcissistic Numbers: Look at the following three equations:

$$153 = 1^3 + 5^3 + 3^3$$

$$371 = 3^3 + 7^3 + 1^3$$

$$9474 = 9^4 + 7^4 + 9^4 + 4^4$$



They all match the description of an n-digit number that is equal to the sum of nth power of its digits. The numbers 153, 371 and 9474 are referred to as 'narcissistic' numbers.

Stolen Focus, Why You Can't Pay Attention

Johann Hari [LINK](#)

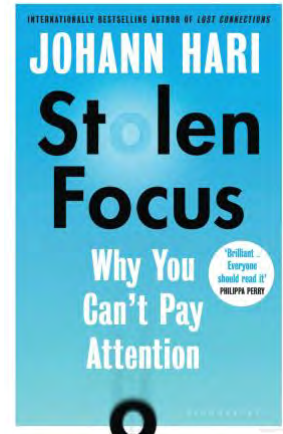
"If you read just one book about how the modern world is driving us crazy, read this one"

- The Sunday Times and NY Bestseller

Most of us are unaware that our focus or attention has been stolen. Some of us have tried all sorts of self-help solutions, like turning off notifications, abandoning our phone for three months etc - but nothing seems to work.

Hari went on a journey across the world to interview the leading experts on human attention. He discovered that everything we think we know about this crisis is wrong.

We think our inability to focus is a personal failure to exert enough willpower over our devices. The truth is even more disturbing: our focus has been stolen by powerful external forces that have left us uniquely vulnerable to corporations determined to raid our attention for profit. Hari found that there are twelve deep causes of this crisis, from the decline of mind-wandering to rising pollution, all of which have robbed some of our attention.



In *Stolen Focus*, he introduces readers to Silicon Valley dissidents who learned to hack human attention, and veterinarians who diagnose dogs with ADHD. He explores a favela in Rio de Janeiro where everyone lost their attention in a particularly surreal way, and an office in New Zealand that discovered a remarkable technique to restore workers' productivity.

"In the United States, teenagers can focus on one task for only sixty-five seconds at a time, and office workers average only three minutes".

Crucially, Hari learned how we can reclaim our focus - as individuals, and as a society - if we are determined to fight for it. *Stolen Focus* will transform the debate about attention and provides insights into how to get it back.

Fun fact: The infinite scroll feature on your phone makes you spend 50 percent more of your time on sites like Twitter. It is estimated that every day, as a direct result of this invention, the combined total of 200,000 more total human lifetimes – every moment from birth to death – is now spent scrolling through a screen.

Stay connected

Kevin